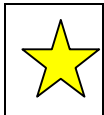


NAVY ENVIRONMENTAL HEALTH CENTER AWARDS FOR COMMAND EXCELLENCE IN HEALTH PROMOTION



The Navy Environmental Health Center Awards for Command Excellence in Health Promotion, established in 1995, recognizes commands for their excellence in Navy and Marine Corps Health Promotion Programs. Awards for Command Excellence in Health Promotion are presented on three levels, including Gold (highest level), Silver (intermediate level) and Bronze (lowest level). Commands submit an awards package that reflects the level of development of the command's Health Promotion Program. All Navy Health Promotion and Marine Corps Semper Fit Programs are eligible for this award.

The NEHC Awards for Command Excellence in Health Promotion are:



Gold Star Award



Silver Eagle Award



Bronze Anchor Award

1999 Navy Environmental Health Center (NEHC) Award for Command Excellence in Health Promotion

Award Nomination Instructions

The NEHC Award for Command Excellence in Health Promotion recognizes those Navy and Marine Corps commands that exemplify excellence in Navy and Marine Corps Health Promotion. All Navy Health Promotion and Marine Corps Semper Fit Programs are eligible for this award.

Award packages must be postmarked no later than 17 March 1999. No award packages postmarked after this date will be accepted. Command Excellence in Health Promotion Awards will be presented in April 1999.

Commands submitting an awards package should complete the following steps:

- 1) Complete the Cover Sheet and submit with the awards package.
- 2) Review the required criteria for each award level (gold, silver and bronze) and determine which level your command will apply for. Some criteria apply only to Medical Treatment Facilities (MTFs) or Dental Treatment Facilities (DTFs) and may not apply to your command. If you are not an MTF or DTF please write in N/A (Not Applicable) in the box to the left of any criteria listed that does not apply to your command. **All** other criteria *must be met* to submit a package for the award level your command is applying for.
- 3) Organize your package so that submitted materials can be easily identified. This is best accomplished by submitting the package in a 3-ring binder, in the following order:
 - a) **Cover Letter** signed by the command's Commanding Officer
 - b) **Cover Sheet**
 - c) **Checklist of Required Criteria** appropriate for the award level being applied for, with each required criteria marked either with a ✓ or N/A, indicating that each criteria has been submitted or does not apply to the command submitting the package.
 - d) **Table of Content**, corresponding to, and listed in the same order as each item listed on the Checklist of Required Criteria.
 - e) Behind the Table of Content, separate each required criteria (except those marked N/A) by a tab and list the tab where each required criteria can be found in the Table of Content. Submit **evidence of compliance/documentation** for each required criterion behind each appropriate tab.
- 4) Submit the completed awards package to:
Navy Environmental Health Center
ATTENTION: David M. Sack, CAPT, MC, USN
Director, Health Promotion and Medical Management Directorate
2510 Walmer Avenue
Norfolk, Virginia 23513-2617

For additional information please call Sally Vickers, Program Manager, NEHC (757) 462-5571 or DSN 253-5571 or E-MAIL: vickerss@nehc.med.navy.mil

1999 Navy Environmental Health Center (NEHC) Award for Command Excellence in Health Promotion

Cover Sheet

Please fill out the items below and attach to the front of your command's awards package for the NEHC Award for Command Excellence in Health Promotion. This information will be crucial if it becomes necessary to contact your command for additional information or clarification regarding your submission.

1. Name of Command: _____
2. Command Address: _____

3. Command Phone #: (Commercial) _____
(DSN) _____
4. Command FAX #: _____
5. For Further Information Contact:
 - a. Name: _____
 - b. Rate/Rank (if military): _____
 - c. Title: _____
 - d. Department/Division: _____
 - e. Telephone #: (Commercial) _____
(DSN) _____
 - f. Email: _____
6. Total Eligible Target Group Population for Command Health Promotion Program:

Military: _____
DoD Civilian Staff: _____
Retirees & Others: _____

TOTAL: _____



GOLD STAR AWARD



Checklist of Required Criteria

- ☐ **Top leadership support and commitment** as evidenced by cover letter from commanding officer submitted; and leadership participation in word and deed, as evidenced by cover letter and/or articles from command newsletter submitted
- ☐ **Command strategic plan** present having health promotion, wellness, or prevention as a major focus or goal, as evidenced by copy of command strategic plan submitted (MTF/DTF only)
- ☐ **Command health promotion instruction present**- as evidenced by copy of instruction submitted (MTF/DTF only)
- ☐ **Health promotion visible in organizational structure** as a separate department/directorate as evidenced by copy of command organizational chart submitted (MTF/DTF only)
- ☐ **Population - based approach:** (1) Definition of target group covered by the Health Promotion Program (i.e. ship's crew, MTF/DTF staff or patients, etc.) (2) Health Promotion staffing: 1 Full Time Equivalent (FTE)/ 1,000 target group participants, as evidenced by statement of staffing pattern at command submitted. If collateral duty, give number of staff with health promotion programming as collateral duty and percent (%) of time spent on program.
- ☐ **Health Promotion budget present**- \$20.00 or greater /target group participant, as evidenced by submission of program budget that includes both sources of funding (OPTAR, Health Promotion Initiative Funding, Breast Health Initiative Funding as well as "in kind" support, such as MWR contributions, volunteer equivalent salary time, etc.) and expenses (equipment, personnel, program materials and supplies, screening expenses, travel, etc.)
- ☐ **Health Risk Assessment (*Fit to Win* HRA) or Health Enrollment Assessment Review (HEAR)** *completed* by 75% of target group participants, as evidenced by submission of copies of group reports or statement of number of HEARs submitted to Tricare for analysis.
- ☐ **Needs assessment process completed**, as evidenced by copy of report or executive summary submitted. The report should include the following: what methods and sources of data (surveys, focus groups, interviews, HRA/HEAR data, medical records data, PRT results) were used to determine the needs and interests of your target group, what conclusions did you draw from the process, to whom and how were the results reported, how were the results used to develop your program, how often will the command repeat the needs assessment process, etc.

☐ **Comprehensive business plan completed** - including the following components:

☐ a) **Mission Statement for Health Promotion Program** (identifies a clear purpose for the program and is the basis for planning and decision making, i.e. to promote healthy lifestyles, enhance readiness and improve quality of life.)

☐ b) **Needs/Rationale Statement** based upon results of the command's needs assessment

☐ c) **Goal Statements with specific, measurable process or outcome objectives** under each goal. Definition and examples of each:

Goal Statement- general, non-measurable statement about the expectations of the program (i.e. to decrease tobacco use at the command)

Specific, measurable objectives are written in the following format: By (when), (who) will (do what) as evidenced by (how will you know)

Process objectives-states what strategy or activity must occur for the desired outcome to be achieved, useful in revising and improving program activities, such as participation rates or participant satisfaction (i.e. By Sept. 30, 1998 at least 75 percent (75%) of the command staff will have completed an HRA, as evidenced by the HRA group report).

Outcome objectives-state the expected change in the command staff's health knowledge, attitude, behavior or status; or the change in the command's status or culture that will result from implementing a health promotion program, such as decreased number of command staff using tobacco (i.e. by Sept. 30, 1998 no more than 10 percent (10%) of the command staff will report using tobacco products).

☐ d) **Strategies** (programs, activities and services) used to reach each measurable objective (i.e. public awareness campaign, cholesterol screening or tobacco cessation program, etc.)

☐ e) **Evaluation Plan** (how, who and when will you evaluate whether or not you reached the measurable objectives)

☐ f) **Annual Calendar of Health Promotion Activities, Programs and Services** planned on a monthly or quarterly basis, sometimes referred to as Plan of Action & Milestones (POA&M)

Activities, Programs and Services must focus on the Navy Priorities within the areas of **Health Promotion** (physical activity, nutrition, alcohol, tobacco and other drugs, stress management, weight management, and suicide prevention);

Health Protection (injury prevention); *and/or*

Preventive Services (maternal and infant health, heart disease and stroke (blood pressure and cholesterol), immunizations, clinical preventive services (PIIP) and STD/HIV) using the following "wave" of programming levels within a twelve (12) month period:

Seven (7) awareness activities (i.e. posters, booklets, pamphlets, newsletters, email, POD notes, environmental or command cultural changes)

Five (5) education & motivation programs or activities (i.e. resource library, displays, screenings, videos, films, seminars, support groups, challenges, Internet access *and* **Three** (3) intervention programs (i.e. courses, individual counseling/case management)

* **In addition, the Prochaska and DiClemente Stages of Change** model must be used to identify readiness to change in at least one program.

Describe the activities, programs, and services you provided to meet the programming requirement listed above.

Submit copies of flyers, summary reports, newsletter or newspaper articles, photos or other materials pertaining to each activity, program or service the command offered to show evidence of compliance with this criterion.

☐ **g) Marketing Activities** (describe your plan for promoting your activities, programs and services to your target group. Include copies of flyers, newsletter and newspaper articles, pictures, POD Notes, closed circuit TV script, 1MC announcements etc. that show evidence of compliance with this criterion.

All commands applying for this award level must submit a Business Plan.

☐ **Functioning Command Health Promotion Committee** exists with a membership comprised of representatives of departments and/or divisions throughout the command, as evidenced by the submission of at least three (3) sets of minutes from meetings held during the previous year and a roster of committee members and the department/division each represents.

☐ **Health Promotion Training:** Command Health Promotion Coordinator or Officer must have attended the NEHC Health Promotion Director & Semper Fit Coordinator Training and Certification Course. (If the individual has left the command, no more than 12 months should have lapsed since the departure). **Also**, one or more crewmembers must have had additional health promotion training (e.g. Health Promotion at the Deckplate, NEHC Annual Health Promotion Workshop, PPIP Training, etc.). Submit CEU or Attendance Certificate as proof of attendance.

☐ **Demand Management:** Use of self-care books, available either through the command, local MTF or Tricare Prime *and* nurse advice line available for beneficiaries (MTFs/DTFs only). Submit brochure or flyer promoting availability of self-care books and nurse advice line.



SILVER EAGLE ***AWARD***



Checklist of Required Criteria

- ☐ **Top leadership support and commitment** as evidenced by cover letter from commanding officer submitted; and leadership participation in word and deed, as evidenced by cover letter and/or articles from command newsletter submitted
- ☐ **Command strategic plan** present having health promotion, wellness, or prevention as a major focus or goal, as evidenced by copy of command strategic plan submitted (MTF/DTF only)
- ☐ **Command health promotion instruction** present- as evidenced by copy of instruction submitted (MTF/DTF only)
- ☐ **Health promotion visible in organizational structure as a separate department/directorate** as evidenced by copy of command organizational chart submitted (MTF/DTF only)
- ☐ **Population - based approach:** (1) Definition of target group covered by the health promotion program (i.e. ship's crew, MTF/DTF staff or patients, etc.) (2) Health Promotion staffing: 1 Full Time Equivalent (FTE)/ 5,000 target group participants, as evidenced by statement of staffing pattern at command submitted. If collateral duty, give number of staff with health promotion programming as collateral duty and percent (%) of time spent on program.
- ☐ **Health promotion budget** present- \$6.00-\$19.00/target group participant, as evidenced by submission of program budget that includes both sources of funding (OPTAR, Health Promotion Initiative Funding, Breast Health Initiative Funding as well as "in kind" support, such as MWR contributions, volunteer equivalent salary time, etc.) and expenses (equipment, personnel, program materials and supplies, screening expenses, travel, etc.)
- ☐ **Health Risk Assessment (*Fit to Win* HRA) or Health Enrollment Assessment Review (HEAR)** *completed* by 50% of target group participants, as evidenced by submission of copies of group reports or statement of number of HEARs submitted to Tricare for analysis.
- ☐ **Needs assessment process completed**, as evidenced by copy of report or executive summary submitted. The report should include the following: what methods and sources of data (surveys, focus groups, interviews, HRA/HEAR data, medical records, data, PRT results) were used to find out the needs and interests of your target group, what conclusions did you draw from the process, to whom and how were the results reported, how were the results used to develop your program, how often will the command repeat the needs assessment process, etc.

☐ **Comprehensive business plan completed** - including the following components:

☐ a) **Mission Statement for Health Promotion Program** (identifies a clear purpose for the program and is the basis for planning and decision making, i.e. to promote healthy lifestyles, enhance readiness and improve quality of life.)

☐ b) **Needs/Rationale Statement** based upon results of the command's needs assessment

☐ c) **Goal Statements with specific, measurable process or outcome objectives** under each goal. Definition and examples of each:

Goal Statement- general, non-measurable statement about the expectations of the program (i.e. to decrease tobacco use at the command)

Specific, measurable objectives are written in the following format:

By (when), (who) will (do what) as evidenced by (how will you know)

Process objectives-states what strategy or activity must occur for the desired outcome to be achieved, useful in revising and improving program activities, such as participation rates or participant satisfaction (i.e. By Sept. 30, 1998 at least 50 percent (50%) of the command staff will have completed an HRA, as evidenced by the HRA group report).

Outcome objectives-state the expected change in the command staff's health knowledge, attitude, behavior or status; or the change in the command's status or culture that will result from implementing a health promotion program, such as decreased number of command staff using tobacco (i.e. by Sept. 30, 1998 no more than 10 percent (10%) of the command staff will report using tobacco products).

☐ d) **Strategies** (programs, activities and services) used to reach each measurable objective (i.e. public awareness campaign, cholesterol screening or tobacco cessation program, etc.)

☐ e) **Evaluation Plan** (how, who and when will you evaluate whether or not you reached the measurable objectives)

☐ f) **Annual Calendar of Health Promotion Activities, Programs and Services** planned on a monthly or quarterly basis, sometimes referred to as Plan of Action & Milestones (POA&M)

Activities, Programs and Services must focus on the Navy Priorities within the areas of **Health Promotion** (physical activity, nutrition, alcohol, tobacco and other drugs, stress management, weight management, and suicide prevention);

Health Protection (injury prevention); *and/or*

Preventive Services (maternal and infant health, heart disease and stroke (blood pressure and cholesterol), immunizations, clinical preventive services (PPIP) and STD/HIV) using all of the following "wave" of programming levels within a twelve (12) month period:

Seven (7) awareness activities (i.e. posters, booklets, pamphlets, newsletters, email, POD notes, environmental or command cultural changes)

Three (3) education & motivation programs or activities (i.e. resource library, displays, screenings, videos, films, seminars, support groups, challenges, Internet access *and*

Two (2) intervention programs (i.e. courses, individual counseling/case management)

*** In addition, the Prochaska and DiClemente Stages of Change** model must be used to identify readiness to change in at least one program.

Describe the activities, programs, and services you provided to meet the programming requirement listed above. Submit copies of flyers, summary reports, newsletter or newspaper articles, photos or other materials pertaining to each activity, program or service the command offered to show evidence of compliance with this criterion.

☐ g) **Marketing Activities** (describe your plan for promoting your activities, programs and services to your target group. Include copies of flyers, newsletter and newspaper articles, pictures, POD Notes, closed circuit TV script, 1MC announcements etc. that show evidence of compliance with this criterion.

All commands applying for this award level must submit a Business Plan.

☐ **Functioning Command Health Promotion Committee** exists with a membership comprised of representatives of departments and/or divisions throughout the command, as evidenced by the submission of at least three (3) sets of minutes from meetings held during the previous year and a roster of committee members and the department/division each represents.

☐ **Health Promotion Training:** Command Health Promotion Coordinator or Officer must have attended the NEHC Health Promotion Director & Semper Fit Coordinator Training and Certification Course. (If this individual has left the command, no more than 12 months should have lapsed since the departure). **Also**, one or more crewmembers must have had additional health promotion training (e.g. NEHC Annual Health Promotion Workshop, PPIP Training, etc.). Submit CEU or Attendance Certificate as proof of attendance.

☐ **Demand Management:** Use of self-care books, available either through the command, local MTF or Tricare Prime (MTFs/DTFs only). Submit brochure or flyer promoting availability of self-care books.



BRONZE ANCHOR AWARD



Checklist of Required Criteria

- ☐ **Top leadership support and commitment** as evidenced by cover letter from commanding officer submitted; and leadership participation in word and deed, as evidenced by cover letter and/or articles from command newsletter submitted
- ☐ **Command health promotion instruction** present- as evidenced by copy of instruction submitted (MTF/DTF only)
- ☐ **Population - based approach:** (1) Definition of target group covered by the health promotion program (i.e. ship's crew, MTF/DTF staff or patients, etc.) (2) Health Promotion staffing: 1 Full Time Equivalent (FTE)/ 10,000 target group participants, as evidenced by statement of staffing pattern at command submitted. If collateral duty, give number of staff with health promotion programming as collateral duty and percent (%) of time spent on program.
- ☐ **Health promotion budget present-** \$5.00 or less/target group participant, as evidenced by submission of program budget that includes both sources of funding (OPTAR, Health Promotion Initiative Funding, Breast Health Initiative Funding as well as "in kind" support, such as MWR contributions, volunteer equivalent salary time, etc.) and expenses (equipment, personnel, program materials and supplies, screening expenses, travel, etc.)
- ☐ **Health Risk Assessment (*Fit to Win* HRA) or Health Enrollment Assessment Review (HEAR)** *offered to all* target group participants, as evidenced by submission of copies of flyers, POD Notes or other materials promoting the *Fit to Win* HRA or HEAR.
- ☐ **Needs assessment process being planned**, as evidenced by copy of written plan to implement needs assessment process (what is your plan to find out the needs and interests of your target group, to whom and how will you report the results, how will you use the results to develop your program, how often will the command repeat the needs assessment process, etc).
- ☐ **Comprehensive business plan being developed** - showing evidence that the following components will be included:
 - ☐ a) **Mission Statement for Health Promotion Program** (identifies a clear purpose for the program and is the basis for planning and decision making, i.e. to promote healthy lifestyles, enhance readiness and improve quality of life.)
 - ☐ b) **Needs/Rationale Statement** based upon results of the command's needs assessment
 - ☐ c) **Goal Statement(s) with at least three (3) specific, measurable process or outcome objectives** under each goal. Definition and examples of each:

Goal Statement- general, non-measurable statement about the expectations of the program (i.e. to decrease tobacco use at the command)

Specific, measurable objectives are written in the following format:

By (when), (who) will (do what) as evidenced by (how will you know)

Process objectives-states what strategy or activity must occur for the desired outcome to be achieved, useful in revising and improving program activities, such as participation rates or participant satisfaction (i.e. By Sept. 30, 1998 at least 50 percent (50%) of the command staff will have completed an HRA, as evidenced by the HRA group report).

Outcome objectives-state the expected change in the command staff's health knowledge, attitude, behavior or status; or the change in the command's status or culture that will result from implementing a health promotion program, such as decreased number of command staff using tobacco (i.e. by Sept. 30, 1998 no more than 10 percent (10%) of the command staff will report using tobacco products).

☐ d) **Strategies** (programs, activities and services) to be used to reach each measurable objective (i.e. public awareness campaign, cholesterol screening or tobacco cessation program, etc.)

☐ e) **Evaluation Plan in development** for at least three (3) measurable objectives (how, who and when will you evaluate whether or not you reached the measurable objectives)

☐ f) **Annual Calendar of Health Promotion Activities, Programs and Services** being planned on a monthly or quarterly basis, sometimes referred to as Plan of Action & Milestones (POA&M)

Activities, Programs and Services must focus on the Navy Priorities within the areas of **Health Promotion** (physical activity, nutrition, alcohol, tobacco and other drugs, stress management, weight management, and suicide prevention);

Health Protection (injury prevention); *and/or*

Preventive Services (maternal and infant health, heart disease and stroke (blood pressure and cholesterol), immunizations, clinical preventive services (PIIP) and STD/HIV) using the following "wave" of programming levels:

Four (4) awareness activities (i.e. posters, booklets, pamphlets, newsletters, email, POD notes, environmental or command cultural changes)

Three (3) education & motivation programs or activities (i.e. resource library, displays, screenings, videos, films, seminars, support groups, challenges, Internet access *and*

One (1) intervention programs (i.e. courses, individual counseling/case management)

Describe the activities, programs, and services you plan to provide to meet the requirements listed above within a twelve (12) month period.

☐ g) **Marketing Activities:** Describe your plan for promoting your activities, programs and services to your target group (i.e. flyers, newsletter and newspaper articles, pictures, POD Notes, closed circuit TV script, 1MC announcements etc.)

All commands applying for this award level must submit a Business Plan.

- ☐ **Functioning Command Health Promotion Committee** exists with a membership comprised of representatives of departments and/or divisions throughout the command, as evidenced by the submission of at least three (3) sets of minutes from meetings held during the previous year and a roster of committee members and the department/division each represents.

- ☐ **Health Promotion Training:** Command Health Promotion Coordinator or Officer or some other crewmember must have attended the NEHC Health Promotion Director & Semper Fit Coordinator Training and Certification Course or Health promotion at the Deckplate Training. (If this individual has left the command, no more than 12 months should have lapsed since the departure). Submit CEU or Attendance Certificate as proof of attendance.